

Greer Margolis Mitchell
 1010 Wisconsin Ave
 Suite 800
 Washington DC 20007

Barack Obama/ D/ President
 Submission Number 653 Issue 4

NBC4 **MetTV** **abc4i.com**

NBC 4 / WCMH
 3165 Olentangy River Road
 Columbus OH 43202
 PHONE (614) 263-4444 FAX (614) 447-9107

Client:	Barack Obama/ D/ President	Submission Cost:	229600 ✓	Campaign Ref:	E-063556310
Buyer:	”	Client/Product/Estimate:	95 /101 /1904	Sales Rep:	H-RP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06355631
Est./PO Number:	06355631	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product:	Obama For America	Booking Group:	WCMH	Key Market:	Columbus, OH
Demographic:	(L) Household				

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives MTWTF.. Isolations: W/C 10/01 .TWTF... W/C 11/05 M.....	06		500	30 Comme	Nbr of Spots	3	3	3	3	3	15	7500
2	M-F 10a Today Show III MTWTF.. Isolations: W/C 10/01 .TWTF... W/C 11/05 M.....	06		450	30 Comme	Nbr of Spots	3	3	3	3	3	15	6750
3	M-F 11a Anderson MTWTF.. Isolations: W/C 10/01 .TWTF... W/C 11/05 M.....	09		50	30 Comme	Nbr of Spots	2	2	2	2	2	10	500
4	M-F 1135p ET/ 1035p CT Tonight Show MTWTF.. Isolations: W/C 10/01 .TWTF... W/C 11/05 M.....	06		750	30 Comme	Nbr of Spots	1	1	1	1	1	5	3750
5	M-F 1230p Daytime Columbus MTWTF.. Isolations: W/C 10/01 .TWTF... W/C 11/05 M.....	09		50	30 Comme	Nbr of Spots	2					2	100
5	M-F 1230p Daytime Columbus MTWTF.. Isolations: W/C 10/01 .TWTF... W/C 11/05 M.....	06		300	30 Comme	Nbr of Spots	2	2	2	2	2	8	2400
	MTWTF.. Isolations: W/C												
Weekly Totals:				Total Spots(Ord Spots)		45	48	50	48	49	8	248	
				Closed PR		1	1	1	1	1	2		

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Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
1	10/01 .TWTF.., W/C 11/05 M.....												
6	M-F 12p News	06			400	30	Nbr of Spots	2	2	2	2	10	4000
	MTWTF.., Isolations: W/C												
7	10/01 .TWTF.., W/C 11/05 M.....					125	30	Nbr of Spots	1	1	1	1	5
	M-F 2p Doctors	09											
	MTWTF.., Isolations: W/C												
8	10/01 .TWTF.., W/C 11/05 M.....					150	30	Nbr of Spots	3	3	3	3	15
	M-F 3p Katie	09											
	MTWTF.., Isolations: W/C												
9	10/01 .TWTF.., W/C 11/05 M.....					800	30	Nbr of Spots	3	3	3	3	15
	M-F 4p Ellen	06											
	MTWTF.., Isolations: W/C												
10	M- Th, Su 430a News	09				10	30	Nbr of Spots	1	1	1	1	5
	MTWTF.., Isolations: W/C 10/01 .TWT... , W/C 11/05 M.....												
11	M-F 5a News	06				500	30	Nbr of Spots	1	1	1	1	5
	MTWTF.., Isolations: W/C												
12	10/01 .TWTF.., W/C 11/05 M.....												
	M-F 5p News	06				1200	30	Nbr of Spots	1	1	1	2	2400
	MTWTF..												
13	M-F 5p News	06				1200	30	Nbr of Spots			1	1	1200
	MTWTF.., Isolations: W/C 10/022 M.....												
Weekly Totals:						45	48	50	43	49	8	248	
Closed PR						1	1	1	1	1	2		

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Original

Client:	Barack Obama/J. President
Buyer:	..
Schedule Dates:	10/01/12 to 11/11/12
Est. PO Number:	06355631
Associated Copies:	No
Submission Cost:	229600
Client/Product/Estimate:	95/101 /1904
Weeks:	6
Contract type:	Political
Campaign Ref:	E:063556310
Sales Rep:	HRP Washington, DC
Order Ref:	06355631
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Business Category:	Transactional

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
22	Sat 1130p ET / 1030p CT Saturday Night Live	09		Comme					1		1	400
23	Sat 1130p ET / 1030p CT Saturday Night Live	09		Comme					1		1	400
24	Sat 7-8a Today Show	06		Comme					1		1	1300
25	Sat 7-8a Today Show	06		Comme					1		1	1300
26	Sat 7-8a Today Show	06		Comme					1		1	1300
27	Sat 730p Inside Edition	06		Comme					1		1	2250
	MTWTFSS Isolations: W/C 10/08S, W/C 10/22S, W/C 10/29S.			Comme					1		1	1300
28	Sat 9a Today Show	06		Comme					1		1	1300
29	Sat 9a Today Show	06		Comme					1		1	1300
30	Sun 105a Extra MTWTFSS Isolations: W/C 10/01S, W/C 10/08S, W/C	06		Comme					1		5	1125

Original

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
22	Sat 1130p ET / 1030p CT Saturday Night Live	09		Comme					1		1	400
23	Sat 1130p ET / 1030p CT Saturday Night Live	09		Comme					1		1	400
24	Sat 7-8a Today Show	06		Comme					1		1	1300
25	Sat 7-8a Today Show	06		Comme					1		1	1300
26	Sat 7-8a Today Show	06		Comme					1		1	1300
27	Sat 730p Inside Edition	06		Comme					1		1	2250
	MTWTFSS Isolations: W/C 10/08S, W/C 10/22S, W/C 10/29S.			Comme					1		1	1300
28	Sat 9a Today Show	06		Comme					1		1	1300
29	Sat 9a Today Show	06		Comme					1		1	1300
30	Sun 105a Extra MTWTFSS Isolations: W/C 10/01S, W/C 10/08S, W/C	06		Comme					1		5	1125

Weekly Totals: Total Spots(Ord Spots)

Closed PR

45 48 50 49 8 248 2

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Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
31	Barack Obama/ D/ President Buyer: Barack Obama/ D/ President Schedule Dates: 10/01/12 to 11/11/12 Est. PO Number: 06355631 Associated Copies: No	10/15S , W/C 10/22S , W/C 10/29S	06		1500	30						1	1500
32	Sun 8a Today ShowS		06		1500	30						1	1500
33	Sun 9a NewsS		06		1300	30						1	1300
34	Sun 9a NewsS		06		1300	30						1	1300
35	Sun 9a NewsS		06		1300	30						1	1300
36	M-Su 6p News MTWTFSS Isolations: W/C 10/08 .TWTFSS , W/C 10/15 M.....		06		1600	30						1	1600
37	M-Su 6p News MTWTFSS Isolations: W/C 10/22 .TWTFSS , W/C 10/29 M.....		06		1600	30						1	1600
38	Tue 10-11pT		06		4000	30						4	16000
39	Tue 8-9pT		06		4000	30						1	4000
Weekly Totals:													
Total Spots(Ord Spots)												8	248
Closed PR												2	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
40	Tue 8-9p .T.....	06		4000	30	Nbr of Spots			1		1	4000
41	Wed 9-10p .W.....	06		4000	30	Comme	Nbr of Spots	1		1	4000	
42	Wed 9-10p .W.....	06		4000	30	Comme	Nbr of Spots	1		1	4000	
43	M-F 1p Days Of Our Lives .T.....	06		500	30	Comme	Nbr of Spots		1	1	500	
44	M-F 12p News .T.....	06		400	30	Comme	Nbr of Spots		1	1	400	
45	M-F 4p Ellen .T.....	06		800	30	Comme	Nbr of Spots		1	1	800	
46	M-F 5a News .T.....	06		500	30	Comme	Nbr of Spots		1	1	500	
47	M-F 7a Today Show .T.....	06		1400	30	Comme	Nbr of Spots		1	1	1400	
48	M-F 9a Today Show II .T.....	06		800	30	Comme	Nbr of Spots		1	1	800	
49	M-F 7a Today Show MTWTFSS Isolations: W/C 10/08 M....., W/C 10/15 M....., W/C 10/22 M....., W/C 10/29 M....., W/C 11/05 M.....	06		1400	30	Comme	Nbr of Spots	1	1	1	5	7000

Original

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
40	Tue 8-9p .T.....	06		4000	30	Nbr of Spots			1		1	4000
41	Wed 9-10p .W.....	06		4000	30	Comme	Nbr of Spots	1		1	4000	
42	Wed 9-10p .W.....	06		4000	30	Comme	Nbr of Spots	1		1	4000	
43	M-F 1p Days Of Our Lives .T.....	06		500	30	Comme	Nbr of Spots		1	1	500	
44	M-F 12p News .T.....	06		400	30	Comme	Nbr of Spots		1	1	400	
45	M-F 4p Ellen .T.....	06		800	30	Comme	Nbr of Spots		1	1	800	
46	M-F 5a News .T.....	06		500	30	Comme	Nbr of Spots		1	1	500	
47	M-F 7a Today Show .T.....	06		1400	30	Comme	Nbr of Spots		1	1	1400	
48	M-F 9a Today Show II .T.....	06		800	30	Comme	Nbr of Spots		1	1	800	
49	M-F 7a Today Show MTWTFSS Isolations: W/C 10/08 M....., W/C 10/15 M....., W/C 10/22 M....., W/C 10/29 M....., W/C 11/05 M.....	06		1400	30	Comme	Nbr of Spots	1	1	1	5	7000

Weekly Totals:

Total Spots(Ord Spots)

Closed PR

45

1

48

1

50

1

43

1

49

8

248

2

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Est./PO Number:	06355631 <th>Contract type:</th> <td>Political</td> <th>Business Type:</th> <td>POLITICAL</td>	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
50	MT-F 1135p ET / 1035p CTT Tonight Show	06		750	30	Nbr of Spots	1	1			2	1500
	MTWTFSS Isolations: W/C 10/08 MTWTF..					Comme						
51	M-F 7p Extra	06		1000	30	Nbr of Spots	1				1	1000
	.TWTF..					Comme						
52	Wed 9-10p ..W.... Isolations: W/C 10/15 ..W..	06		4000	30	Nbr of Spots	1				1	4000
						Comme						
Weekly Totals: Total Spots(Ord Spots)					45	48	50	48	49	8	248	
Closed PR						1	1			2		

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
15	M-F 7p Extra	30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E-063556310
38	Tue 10-11p	30 Commercial	10/11/12	Closed Pre Emption	4,000.00	No Makegood / Credit	0000000000	E-063556310

Grand Totals

Month 10 Weeks: 4				Month 11 Weeks: 4			
Totals	10/01	10/08	10/15	10/22	10/29	11/05	8
Spots	248	45	48	50	48	49	8
Cost	229600	34710	45810	46360	46060	45860	10300

Grand Totals:

Spots:

248

Gross Total:	229,600.00
Commission:	34,440.00
Net Total:	195,160.00